

What is claimed is:

1. A golf club head comprising:
  - . a body having a front face with a cavity formed therein, said cavity being defined by a bottom wall and a side wall;
  - a face insert disposed in said cavity, said face insert having a perimeter edge spaced from the side wall of said cavity; and
  - a continuous protrusion extending outwardly from the perimeter edge of said face insert toward the side wall of said cavity for creating and maintaining a continuous gap between the perimeter edge of said face insert and the side wall of said cavity.
2. The golf club head of claim 1, wherein said face insert has a front surface and a back surface, and wherein said continuous protrusion has an outer surface which contacts said cavity side wall.
3. The golf club head of claim 2, further comprising a plurality of protrusions extending rearwardly from the back surface of said face insert for keeping the back surface of said face insert spaced from the bottom wall of said cavity.
4. The golf club head of claim 2, wherein said face insert has a thickness of approximately 0.200 inch measured between the front and back surfaces thereof.

5. The golf club head of claim 4, wherein said face insert has a maximum width of approximately 2.300 inches and a maximum height of approximately of 0.725 inches.

6. The golf club head of claim 1, wherein said continuous protrusion extends outwardly approximately 0.025 inch from the perimeter edge of said face insert and wherein said continuous gap is approximately 0.025 inch wide.

7. The golf club head of claim 3, wherein each of said plurality of protrusions extend approximately 0.005 inch from the back surface of said face insert.

8. The golf club head of claim 1, wherein said body is made of metal and said face insert is made of an elastomeric material.

9. The golf club head of claim 1, wherein said body is made of steel and said face insert is made of polyurethane.

10. The golf club head of claim 1, wherein said face insert has an inverted generally trapezoidal shape

11. The golf club head of claim 2, further comprising adhesive means disposed between the back surface of said face insert and the bottom wall of said cavity for fixing said face insert to said body.

12. The golf club head of claim 11, wherein said adhesive means comprises double sided adhesive tape.

13. The golf club head of claim 1, wherein said continuous gap is filled with paint having a color which contrasts with said body and said face insert to provide a visual outline of said face insert.

14. In a golf club head including a body having a front face with a cavity formed therein, said cavity being defined by a bottom wall and a side wall, an improvement comprising:  
a face insert disposed in said cavity, said face insert having a perimeter edge spaced from the side wall of said cavity by a continuous protrusion that extends outwardly from the perimeter edge of said face insert toward the side wall of said cavity, said continuous protrusion creating and maintaining a continuous gap between the perimeter edge of said face insert and the side wall of said cavity.

15. The improvement of claim 14, wherein said face insert has a front surface and a back surface, and wherein said continuous protrusion has an outer surface which contacts said cavity side wall.

16. The improvement of claim 15, further comprising a plurality of protrusions extending rearwardly from the back surface of said face insert for keeping the back surface of said face insert spaced from the bottom wall of said cavity.

17. The improvement of claim 15, wherein said face insert has a thickness of approximately 0.200 inch measured between the front and back surfaces thereof.

18. The improvement of claim 14, wherein said continuous protrusion extends outwardly approximately 0.025 inch from the perimeter edge of said face insert and wherein said continuous gap is approximately 0.025 inch wide.

19. The improvement of claim 16, wherein each of said plurality of protrusions extend approximately 0.005 inch from the back surface of said face insert.

20. The improvement of claim 14, wherein said continuous gap is filled with paint having a color which contrasts with said body and said face insert to provide a visual outline of said face insert.

21. A golf putter head comprising:

a body having a front face with a cavity formed therein, said cavity being defined by a bottom wall and a side wall;  
a face insert disposed in said cavity, said face insert having a front surface, a back surface and a perimeter edge spaced from the side wall of said cavity;

a continuous protrusion extending outwardly from the perimeter edge of said face insert toward the side wall of said cavity for creating and maintaining a continuous gap between the perimeter edge of said face insert and the side wall of said cavity;

a plurality of protrusions extending rearwardly from the back surface of said face insert for keeping the back surface of said face insert spaced from the bottom wall of said cavity; and adhesive means disposed between the back surface of said face insert and the bottom wall of said cavity for fixing said face insert to said body.

22. The golf putter head of claim 21, wherein said adhesive means comprises double sided adhesive tape.

23. The golf putter head of claim 21, wherein said continuous protrusion extends outwardly approximately 0.025 inch from the perimeter edge of said face insert and has an outer surface which contacts said cavity side wall.

24. The golf putter head of claim 23, wherein said continuous gap is approximately 0.025 inch wide.

25. The golf putter head of claim 24, wherein:  
said cavity has a depth of approximately 0.215 inch measured between the front face of said body and said cavity bottom wall;  
said face insert has a thickness of approximately 0.200 inch measured between the front and back surfaces thereof;

each of said plurality of protrusions extend approximately 0.005 inch from the back surface of said face insert; and  
said adhesive tape has a thickness of approximately 0.015 inch.

26. The golf putter head of claim 21, wherein said continuous gap is filled with paint having a color which contrasts with said body and said face insert thereby providing a visual outline of said face insert.

27. A method of making a golf club head comprising:  
providing a body having a front face with a cavity formed therein, said cavity being defined by a bottom wall and a side wall;  
installing a face insert in said cavity, said face insert having a perimeter edge spaced from the side wall of said cavity by a continuous protrusion that extends outwardly from the perimeter edge of said face insert toward the side wall of said cavity; and  
utilizing said continuous protrusion to create and maintain a continuous gap between the perimeter edge of said face insert and the side wall of said cavity.

28. The method of claim 27, further comprising:  
filling said continuous gap with paint having a color which contrasts with said body and said face insert to provide a visual outline of said face insert.

29. The method claim 27, further comprising:

fixing said face insert to said body by applying adhesive means to a back surface of said face insert before it is installed in said cavity.

30. The method of claim 29, further comprising:

pressing said face insert into said cavity so that said adhesive means is disposed between the back surface of said face insert and the bottom wall of said cavity.